





IT STARTED  
COLUMBIA  
UNIVERSITY  
LIBRARY  
IN A ROW BOAT...

7-23-41  
Journalism

D070.973

A5783

...and led to the  
world's largest  
news service...

AP

B

OSTON TOWN one stormy night in 1811 . . .

But one young man was about. He hurried down cobbled, rain-swept streets and across a slippery wharf. He untied a rowboat and pulled out into the night. He was one Samuel Topliff. His goal was an unknown craft attempting to make port at the height of the squall. The reason for his desperate adventure was NEWS—real, first-hand, authentic news, something unheard of anywhere in the world at that time.

Topliff got his news that stormy November night. It was a story of the impounding of Yankee seamen and mobilization of England's fleet off Halifax in preparation for the War of 1812. He brought it back to Boston's famed Exchange Coffee House and posted it for all to see in the Reading Room news books.

Habitues of the Reading Room, anxious for news in a world in which there was but little news, toasted him on his return. But it is probable that no one realized the significance of his feat.

Topliff, in his rowboat, had started systematic news gathering.

By 1828 New York had outdistanced Boston in news as well as commerce. Sailboats had replaced rowboats in the collection of news. But the harbor was a perilous place. Rival news gatherers, hired by growing newspapers in the plague-ridden young metropolis, battled one another to be first with the highly important intelligence from abroad. The toughest boatmen brought in the news. The others collected only bashed heads and body bruises.

Such was the rough-and-tumble infancy of news gathering. And rough and unscrupulous it remained for many years.

Then came 1848. The first crude Morse Telegraph began to click in a dozen cities. News became more sought after, and the first real news



# The Associated Press

WAR SCENE—AP LONDON OFFICE BOMBED IN DECEMBER, 1940.  
SAME BUILDING WAS COMPLETELY DESTROYED EARLY IN 1941.

gathering organization was formed to divide the cost of collecting public information by the new fangled wire contraption.

The organizers were six New York newspapers. Their concept was limited and largely selfish. There was no immediate thought of benefiting any but their six papers. And there was no disposition to look upon the collection of news as a great public service.

The organization was by no means all that it might have been. But it was a beginning.

They called it The Associated Press.

The start of The AP brought the first real reporters—men trained to gather the news of the world as speedily as humanly possible. Among the first was Gobright. He covered the Civil War. One of his dispatches, more than any other, electrified and shocked the nation: “PRESIDENT LINCOLN WAS SHOT IN A THEATER TONIGHT AND PERHAPS MORTALLY WOUNDED.” Another was Kellogg. On a small, grey mule he trotted to death beside Custer in the battle of Little Big Horn.

And while men such as these were reporting the news, others sought to wrest the control of news gathering itself from a private News Trust and conduct it as a great public service.

Finally, after many years of internal strife, came the “revolution of 1893.” It was an uprising against the proprietary evils which threatened the news gathering system of the world.

Out of that struggle, emerged the modern Associated Press in 1893. At the time, it was the first and only world-wide, non-profit, cooperative news gathering association. Today, it still is the first and only news organization of its kind, dedicated to the sole task of collecting and distributing factual, unbiased news.

*Now*

THE NEWS OF

THE

ASSOCIATED PRESS

AP

SPEEDIEST AND LARGEST OF  
ALL THE NEWS SERVICES IS  
AVAILABLE TO RADIO THROUGH  
PRESS ASSOCIATION, INC.

The only organization of its kind, Press Association, Inc., was created by The AP to meet the exacting demands of modern Radio.

Especially designed and geared to adapt the vast news report of The AP for radio's listening millions, it offers a complete and unequalled news service for stations everywhere.

OPERATING...



THE ONLY  
24 HOUR-A-DAY  
RADIO  
NEWS WIRE  
IN EXISTENCE

The studied decision of Press Association, Inc., was to man its special radio wire "around the clock" . . . no "dead" hours . . . no dull hours . . . a news service especially designed for the ear . . . speedy . . . authoritative . . . unbiased . . . easy to listen to.

This meant assembling the best staff of radio writers available anywhere . . . the employment of top men from radio stations over the country . . . augmented by AP men with radio news experience . . . no juniors . . . no beginners . . . all experienced and imaginative writers, capable of producing a radio report in keeping with the surpassing quality of AP news itself.



HERE ARE THE

FACTS

BEHIND

AP SUPERIORITY

**AP** a news report of 1,000,000 words every 24 hours . . . larger than the combined daily reports of all other American news agencies combined.

**AP** a staff of 7,200, augmented by the staffs of member newspapers and affiliated news services in foreign countries . . . a total of approximately 100,000 men and women contributing, directly or indirectly, to each day's effort . . . a staff many times larger than the staffs of all other American news agencies combined.

**AP** 290,000 miles of leased news wires in this country alone . . . a network larger than the networks of all other American news agencies combined.

**AP** leased news wires connecting 727 domestic cities . . . a larger representation of cities than all other American news agencies combined.

**AP** operating the only state-by-state news circuits in existence . . . circuits that carry more state and regional news daily than all other American news agencies combined.

**AP** 100 news bureaus in this country alone . . . offices in more than 250 cities over the world . . . more regularly established news connections by cities than all other American news agencies combined.

**AP** an annual budget of approximately \$12,000,000 . . . every penny spent for the actual gathering and distribution of world news . . . a news budget larger than the news budgets of all other American news agencies combined.

**When considering these facts, in relation to  
Radio News, it is easy to understand why**

**AP IS FIRST WITH . . .**



# HEADLINE NEWS

With The Associated Press it is news only when AP is NOT ahead.

An impartial survey of coverage for the past year showed that AP was ahead on 82 per cent of all important news events.

This fact is presented not as a boast but as evidence of AP's superior performance in all categories of the news . . . performance based on 93 years of experience and effort . . . performance which has built up a tradition of reliability and integrity.

To the sponsor who builds his radio program around news, this is vital . . . vital because it offers assurance that in using AP he is using the best there is for result-getting broadcasts.

## 5-MINUTE ROUNDUPS

Press Association, Inc., after analyzing existing methods of handling radio news, decided to go beyond anything being done by existing radio wire services.

It inaugurated 5-minute roundups of headline news . . .

After transmitting the news as it breaks, AP takes the same news and summarizes it in comprehensive five-minute programs . . . six or more transmitted at regular intervals, day and night . . . ready for the air without any station editorial effort whatever.





# WAR NEWS

Never before have news services been faced with such heavy responsibility. War news is exciting news . . . momentous news . . . colorful news . . . but it must be accurate as well—accurate and fast.

AP, controlling the only leased news cable in the world, occupies a top position in handling the reports of its 2500 correspondents abroad.

At sea and on all the war fronts of Europe these correspondents are in action . . . men such as Larry Allen, who dodged bombs for seven hours aboard the battleship *Illustrious* . . . Norman Lodge, bombed out of three rooms in three weeks . . . E. J. Kennedy, the only American correspondent with the British in North Africa. Month after month, while faced with censorship, privation and physical dangers, these men accurately report the War News . . . providing the fast-moving, exciting material for . . .

## AP “SPOT” WAR NEWS

These reports provide minute-by-minute accounts of all war developments. Hot off the special leased cable, quickly prepared for the air by an alert radio staff, they offer stations an opportunity to keep listeners abreast of every change in the war picture.

## AP “UNDATED” WAR ROUND-UPS

These integrated summaries, sent out on the Radio wire ready for verbatim broadcasting, pull all spot developments into quick focus. There are several of them daily, spaced to keep listeners fully informed.







# WASHINGTON NEWS

The eyes of the world are on Washington. Daily newscasts must answer the thousand and one questions that come up in the minds of millions of people. To answer these questions and maintain its high standard of public service, Radio deserves the most comprehensive coverage available.

AP has that coverage. Its Washington staff of approximately 150 is the largest corps of news men ever assembled under one roof for the exclusive job of reporting governmental affairs. This group includes a special Regional staff representing each state and reporting by wire all news of regional interest with thoroughness and speed . . . the only staff of its kind anywhere. Together they gather the news for . . .

#### **AP WASHINGTON ROUNDUPS**

These summaries, transmitted day and night, provide the means of giving a quick picture of Washington happenings that is timely and complete. They come off the wire ready for airing without any editorial effort by stations.

#### **AP WASHINGTON "SPOT" NEWS**

Written for radio, Washington "spot" news reaches stations as it happens, packing all the punch of a blow-by-blow description of a championship match.





# SPORTS NEWS

Away back in 1869, when the Cincinnati Reds ran up a score of 103 to 8 against the famous old Buckeyes, an AP man was there . . . an AP man, in fact, a special AP train, brought out coverage on the celebrated bared-knuckle bout between John L. Sullivan and Jake Kilrain in the woods near Richburg, Miss., on July 8, 1889 . . . the AP not only covered the Olympic games at Stockholm in 1920, but one member of its staff doubled in brass by winning the world's figure-skating championship.

Such thorough sports coverage has been reflected in AP reports from all over the world since 1848.

Today, in addition to a general sports staff on roving assignments, AP maintains at least one sports expert in each of its 100 domestic bureaus. Irrespective of the nature of a sports event, an AP specialist is on the scene. The job these men do keeps AP radio news out in front with . . .

## **SPOTLIGHT ON SPORTS**

A daily fixture, highly sponsorable . . . provides quick results on major sporting events . . . Comes off the wire grouped for easy broadcasting. A 5-minute feature.

## **DINNERTIME SPORTS GOSSIP**

Lots of information and a full quota of conversation for the sporting enthusiast . . . Background stories on clubs and players . . . Latest gossip from training camp, dugout and gridiron. For a 15 minute program.





# WOMEN'S NEWS

**Women's place is in the news . . . definitely.**

Politics, machine shops, hospitals, defense clubs or engineering jobs, nothing stops them. From Queen Elizabeth in England to the girls in national defense, more and more they are making radio news.

Every day AP correspondents . . . both men and women . . . are on the alert all over the world for this type of news. Daily, AP wires carry enough women's news to fill the average women's magazine . . . news that is delivered to listeners while it is still fresh and vibrant with interest, not a month later . . . not a week later . . . but **TODAY.**

## **WOMEN TODAY**

Authoritative news of women and what they are doing . . . Daily reports on women in the news, especially prepared for the feminine ear. Easily adaptable for a daily 5-minute program.



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# FASHION NEWS

They say that lemon juice whitens milady's elbows . . . that fashion designers are sparking ideas inspired by museum pieces . . . and that bomb shelters are the inspiration for a new hair-do.

You probably don't care . . . but how the women love it!

They look first to Hollywood and then to New York for the latest in clothes, coiffures and cosmetics.

The AP maintains a bevy of fashion editors to report this news. Their stories of the fashion world present the very latest modes of today, emphasizing the tricks and trends that make for economy while retaining fashion-smartness.

## **LISTEN LADIES!**

An exciting and different feature for women listeners presenting gossip on fashions, diets and economy shopping . . . helpful hints on interior decorating and a hundred and one other subjects that hold a woman's interest. Designed for women — no matter where. A daily 5-minute feature.





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# STAGE and SCREEN NEWS

All about the diamonds, diets and dates of the stars . . . all about the brass bands, brass hats, the wacks and wags . . . all the chatter about the lights, ladies and laughs in the hot spots and bright spots from coast to coast.

Hollywood and Broadway specialists, assisted by a large and theater-wise AP staff in both places, know all the answers and answer all the queries.

Their job is exciting, different, colorful. They inject these qualities into a daily report that sparkles with entertainment and interest . . .

## **HOLLYWOOD AND BROADWAY**

A day-by-day story of the two entertainment capitol, especially prepared for listeners. It is background on backstage, containing everything about everyone who is anybody . . . or nobody. A daily 5-minute feature.





# FINANCIAL NEWS

War and defense have increased radio's interest in financial and business news. This makes the accuracy and speed of AP financial news an important consideration.

**Here are facts about the biggest financial news  
department in the world:**

It has 200 writers, editors and statisticians in New York, Washington, Chicago, San Francisco and foreign capitals . . . no juniors, no inexperienced trainees; all stories are by writers who are recognized authorities.

All market quotations are transmitted within two minutes after the markets close.

More than 40,000 miles of leased wires are used exclusively for reporting on more than 8,000 issues of stocks and bonds; together with a daily price index on basic commodities, both domestic and foreign.

**MONEY TO THE MILLIONS**

Daily digests of business and financial news, prepared especially for listening . . . includes defense news and other subjects related to industry at a time when interest is at its peak. Easily adaptable to a daily 5-minute program.



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# SCIENCE NEWS

The AP was the first press association to specialize in science news. Years ago its general manager consulted with the president of Stevens Institute of Technology.

“People even sleep better because of the scientific study of bed-springs,” he said. “Don’t you agree there is a field for science news in a language the average person can understand?”

“Yes,” replied the scientist, “but you may need a scientist as your reporter.”

“No,” the general manager decided, “we’ll make a scientist of a reporter. He’ll be smart enough to learn science, and he’ll also know how to write!”

From this beginning The Associated Press developed its present-day corps of science specialists. Now The AP report carries the daily stories of these men, all expert in their field . . . one captured a Pulitzer prize . . . still others have received honorary degrees and recognition from the men about whom they write.

## “SPOT” SCIENCE NEWS

The radio wire daily carries the material produced by the science staff, especially written for the layman. There is sufficient to permit selection, based upon varied broadcasting requirements . . . Easily adaptable for a daily 5-minute program.



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# FARM NEWS

More than 40% of all retail sales are made in the Rural market. Almost 15,000,000 families are active buyers.

This makes the Farm market one of the largest in the world, warranting the comprehensive coverage given it by AP.

One segment of the staff specializes in Farm News. These writers work under the general supervision of a Farm Editor with headquarters in Chicago. They write about crops and crop control...about the dust bowl and migratory workers.

Still others, in Washington, are particularly concerned with farm legislation and allied farm subjects as they develop at the nation's capitol. The volume of news they gather, treated for radio and put on the wire, presents the day to day word picture of agricultural America.

## FARM FAIR

A striking presentation of farm news. Written for the man with a garden . . . or a thousand acres. Interesting, informative and dramatic. A daily 5-minute feature.







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# HUMAN INTEREST NEWS

Gabriel, living in a Western town, is very sad since his arrest for blowing a horn . . . a second-hand car dealer blinked in amazement when he found that a stranger had paid for a car with confederate money, and counterfeit at that . . . Christopher Columbus of Albany is spellbound by his draft number—1492.

Items such as these, laughs from real life, wacky, whimsical happenings, pop up in the daily AP news report to provide welcome relief for a world harassed by the disquieting flow of war news.

## **FLASHES OF LIFE**

A daily series of amusing items selected from the news wires and brilliantly treated for the air. Highly sponsorable . . .





# ELECTION NEWS

**ONLY The Associated Press covers elections on a nation-wide scale.**

Whether heard on the radio, seen in newspapers or anywhere else, the only source of all national election returns is the AP election service.

Six months of intensive preparation is necessary to cover major elections. Over 65,000 workers are required. Every district, every precinct, is covered by an AP representative. The returns are sped throughout the country by special election wires . . . over the massive 290,000 mile AP news network . . . and over the special AP radio wire.

In this tremendous operation, The AP reports the results on every contest for office in the country . . . all the way from dog-catcher in some remote town to governor of the state or president of the nation.

The Federal Government, winners and losers alike, all accept the AP figures as authentic. A few hours after the polls close, weeks before the official count is completed, the people hail a new president on the basis of AP returns . . . returns shown by a recent survey to be 99.7 per cent accurate.

**That is the story of AP election coverage . . . coverage available first hand, to radio, only off the AP radio wires.**



ADD THESE

AP RADIO

"PLUS"

FEATURES

### **BACKGROUND OF THE NEWS**

A fast-moving feature designed to take listeners behind the lines of the world's newsfronts . . . explaining big interesting facts and sidelighting the news of each day. In two 5-minute daily installments — adaptable to one 15-minute program.

### **THE WORLD THIS WEEK**

An interesting, fast-moving summary of the week's news. Developments in Europe, Washington, and in the Far East. Prepared to bring listeners up to date with the news and set the stage for the coming week. Transmitted each Sunday. For a 15-minute program.

### **THE HEADLINE OF THE HOUR**

A brand new feature . . . a quick resume of the most compelling story of each hour . . . Designed as an “every hour on the hour” feature, sponsored or unsponsored. Runs twenty seconds to half a minute.

### **ADVANCE CALENDAR**

Calendar of the week's coming events. Helpful to stations in planning and preparing for special programs.

### **NUMBER SCHEDULES**

A quick “key” for use by stations in preparing their own broadcasts from The AP wire. A system of numbers suggesting which stories should be used, and in what order. Simplifies the station's job of handling the news.

# AND YOU'LL AGREE...

ONE FIRST

WITH THE NEWS

IS INTERESTING

*But*

12 FIRSTS

ARE

# 12 GOOD REASONS FOR:

*... a faster newscast*

*... a more complete newscast*

*... a more accurate newscast*

*and ...*

**INCREASED PROFITS**

These are the things that Press Association's superior AP radio news can do for you.

Today listener interest in news is higher than ever before.

Insure the character of your broadcasts by presenting news that people can and do trust. The integrity of the spoken word is all-important on Radio.

You may already be using news on the air . . . you may plan to use news on the air . . .

but in either case be sure it is AP news.

**NOW YOU CAN HAVE THE BEST**  
**WHY BE SATISFIED WITH LESS?**





***News For Radio***  
***is available exclusively through:***  
**PRESS ASSOCIATION, INC.**  
***50 Rockefeller Plaza***  
***New York, N. Y.***